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MEDIA RELEASE

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Stirling small business hub

Stirling has the largest number of businesses with one to four employees in Western Australia, according to the Australian Bureau of Statistics (ABS).

Lisa Conolly, Director of Rural and Regional Statistics National Centre said the ABS's National Regional Profile makes it easy for local communities to view a wide range of different data for their region.

"With over 3,000 regions available, people will be able to easily locate data and build their own stories," Ms Conolly said.

Data is available on hundreds of items including, population, births, average income levels, number of aged pensioners, number of motor vehicles, land use, and much more.

For example, did you know that compared to the rest of Western Australia:

- People in Cottesloe had the highest income ($156,229).
- Households in Murchison had the biggest mortgages ($5,366 a month).
- More households in Nedlands had access to the internet (85.5 per cent).

Regional information is available over a five year period up to 2011, so local communities can track changes over time in the characteristics of their areas.

A map interface makes finding regions very easy. To get started, just click on the ‘National Regional Profile’ link on the ABS website, www.abs.gov.au.

Media Note:

- Unless otherwise indicated, regions in this media release refer to local government areas.
- When reporting ABS data you must attribute the Australian Bureau of Statistics (or the ABS) as the source.

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